



Sales Retail Tobacco Company

1221	1, 2	1222	25, 26
1222		1223	
1223		1226	25, 26
1224		1229	
1225		ROM	
1226	2, 3	PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

January 10, 1996

Audrey Evanchik #1240  
Account Manager  
400 Raritan Center Parkway  
Raritan Center  
Edison, NJ 08837  
908-225-4774 Fax 908-417-9076  
VMail # 77275

To All Retail Representatives with Bottle King Liquors

Subject: Bottle King Installation (CID 2367-00-00)

Ladies and Gentlemen,

As per our new contracts, Bottle King Liquors will be adding a second Full Price display making this a total of three Self Service displays in each store. This will qualify Bottle King for a level II payment. Attached you will find the planograms for each location, except Hillsdale and Ramsey they will be sent as soon as possible. Please set up the necessary displays as per your routing, and Voice Mail me when you complete the installation. If you have any questions or problems please call (908-225-4774), or Voice mail me(77275) and I will be happy to assist you.

Thanking you in advance for your cooperation.

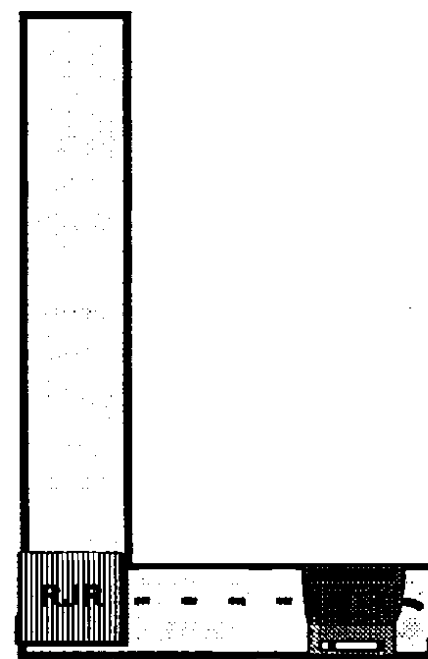
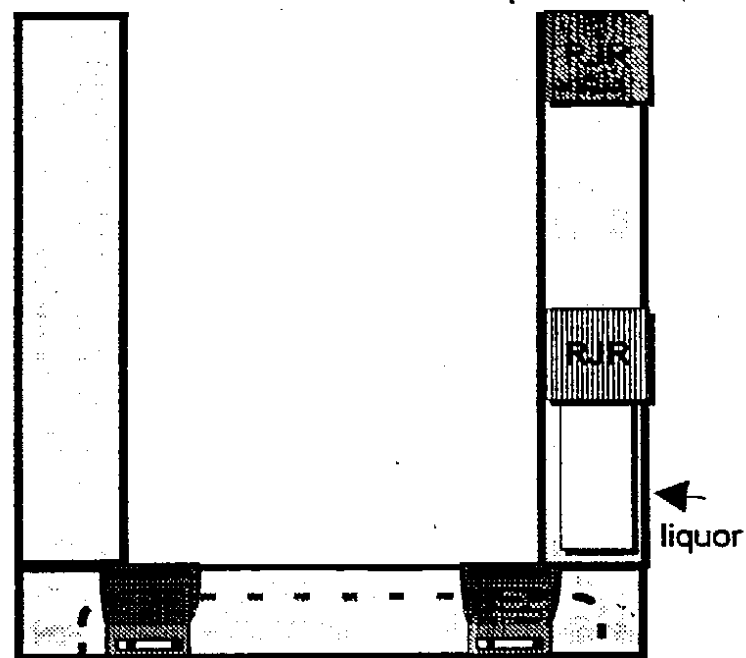
Sincerely,

Audrey Evanchik

cc: All Sales Representatives with Bottle king Liquors

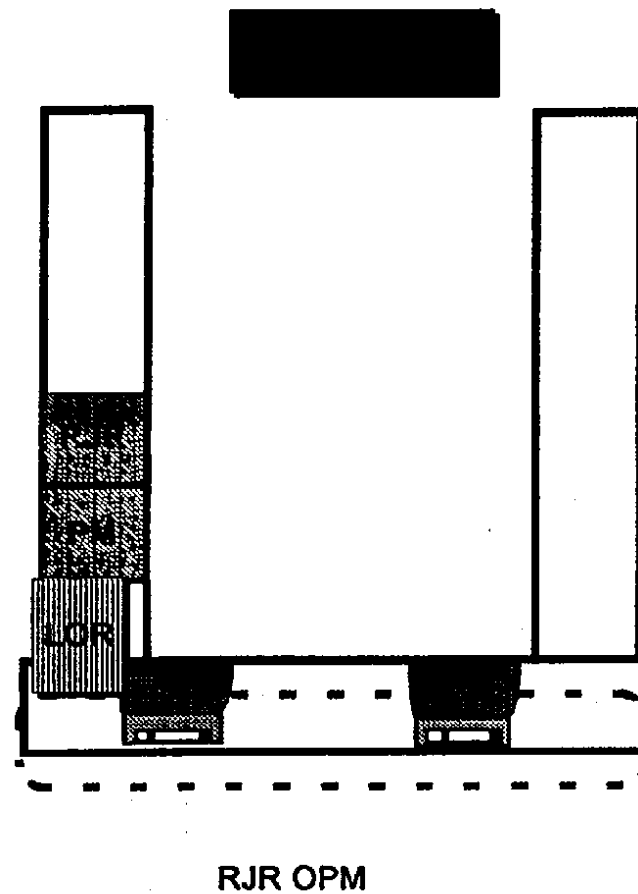
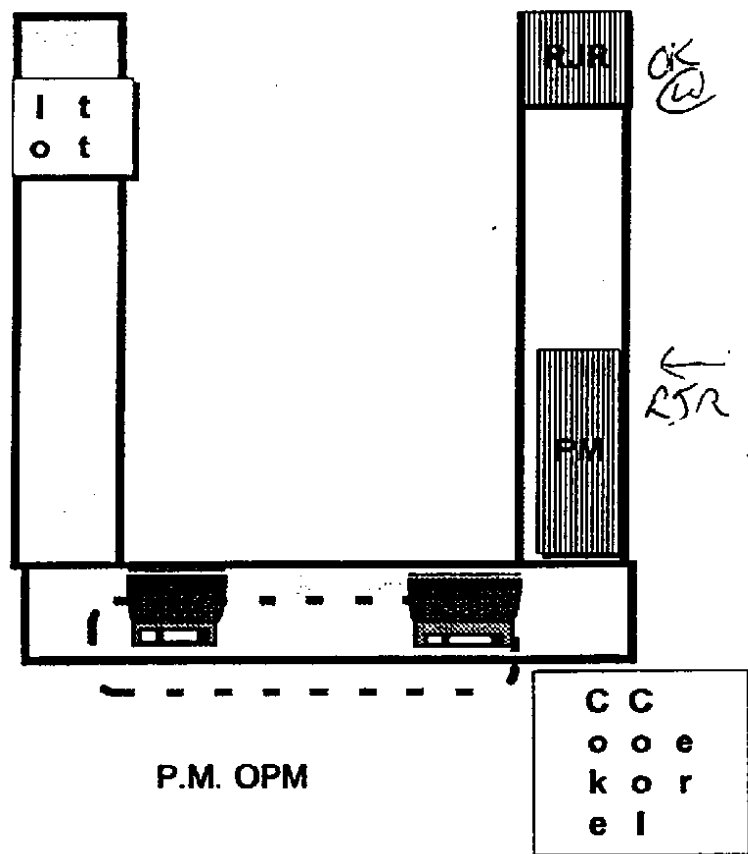
51853 2670

Hillsdale (Non-Self Service)



No Contract at this time

# Glen Rock



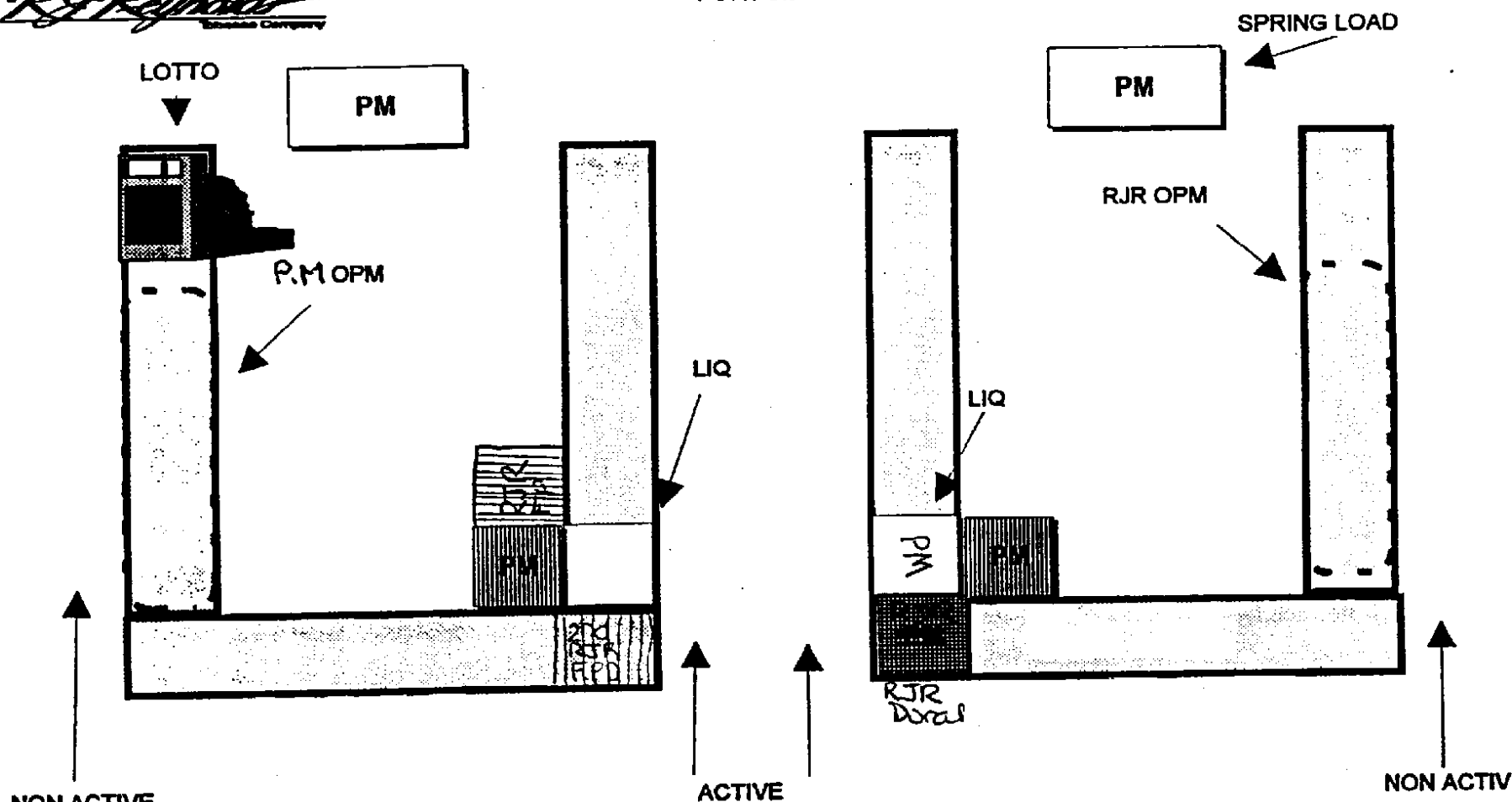
2nd Full Price Display on top of liquor display and ~~move out other FPD on top of Coke Cooler.~~

*Sam Luke* 12/8/91

# Store Display Planogram

*R.J. REYNOLDS*  
Tobacco Company

FORT LEE



① 2<sup>nd</sup> F.P. Display build tall (so Fridays Glasses go underneath) + move tropical freezers display.

② Dural Display needs to be bigger 3-80 PK trays.

AUTHORIZED BY:

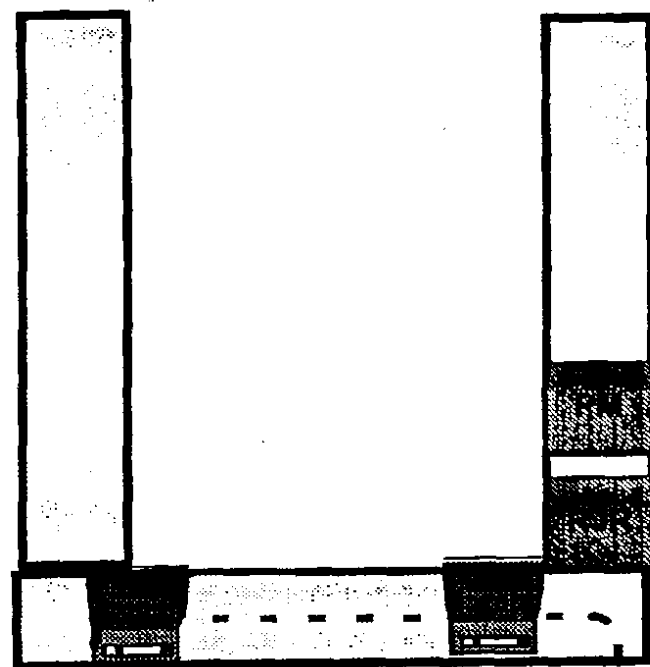
*Liz Leibel*

DATE:

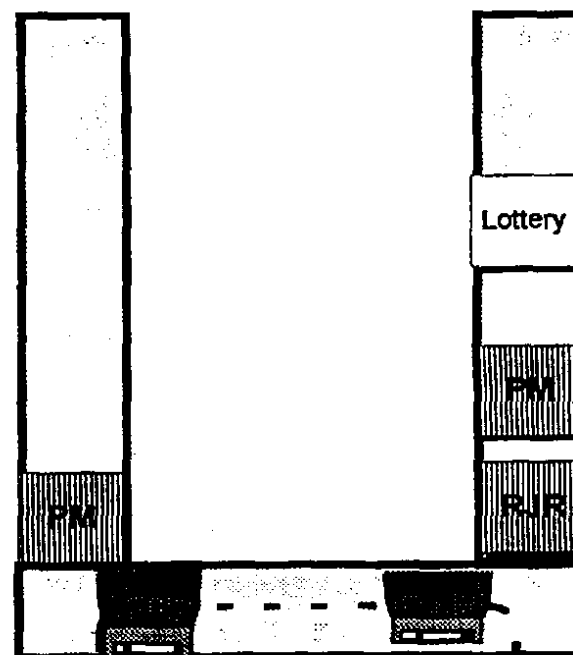
12-8-95

51853 2673

Livingston

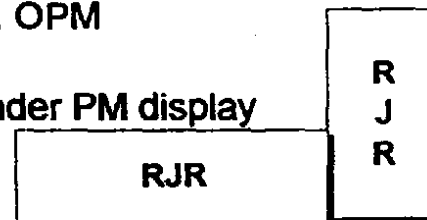


RJR OPM



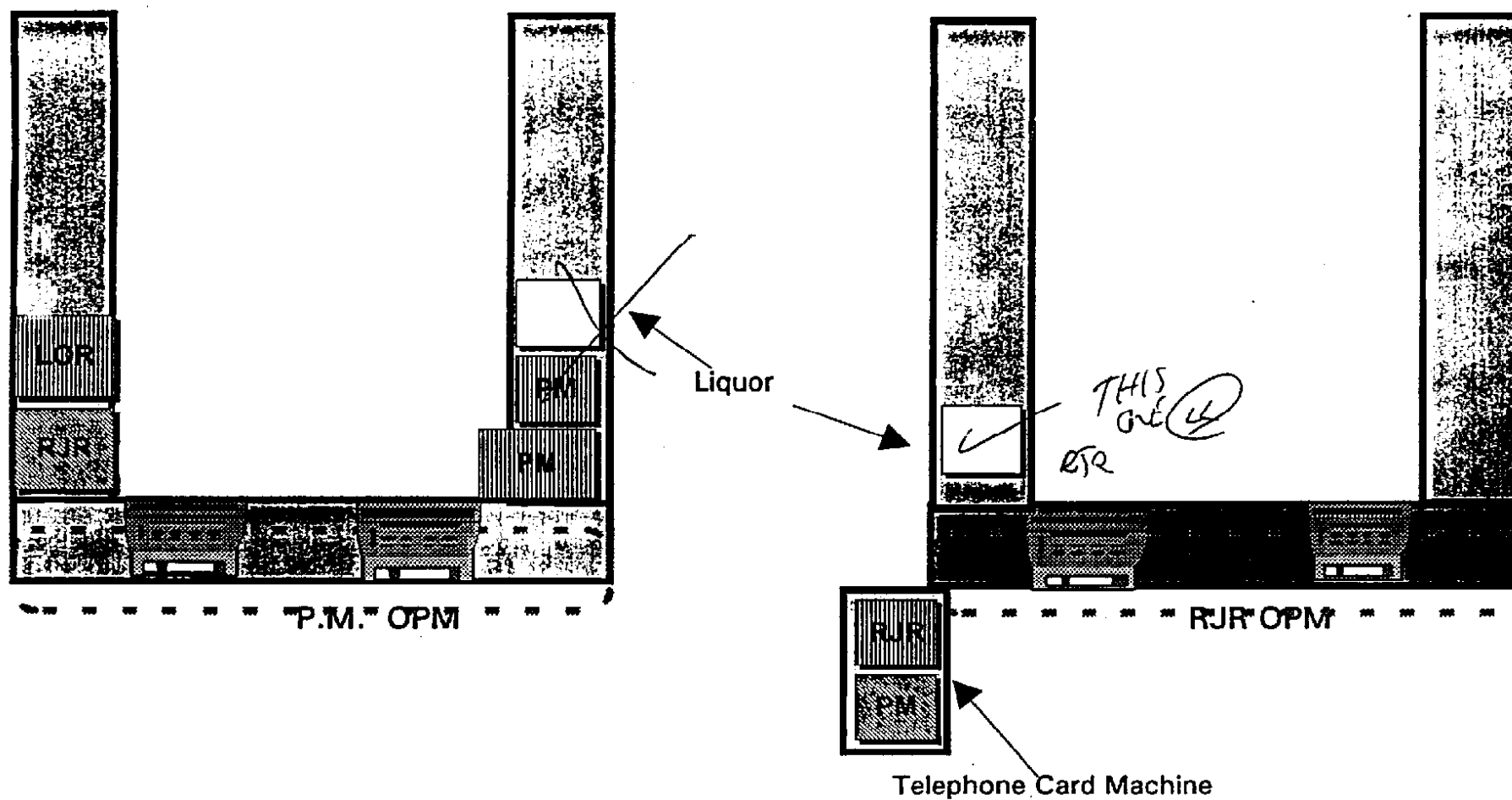
P.M. OPM

2nd RJR Full Price Display to go under PM display



*Long Lock 12-8-95*

# Hackensack



2nd F.P.D. could be put on top of liquor displays by registers in center aisle.

OR  
L  
C  
E  
S  
P  
L  
A  
Y

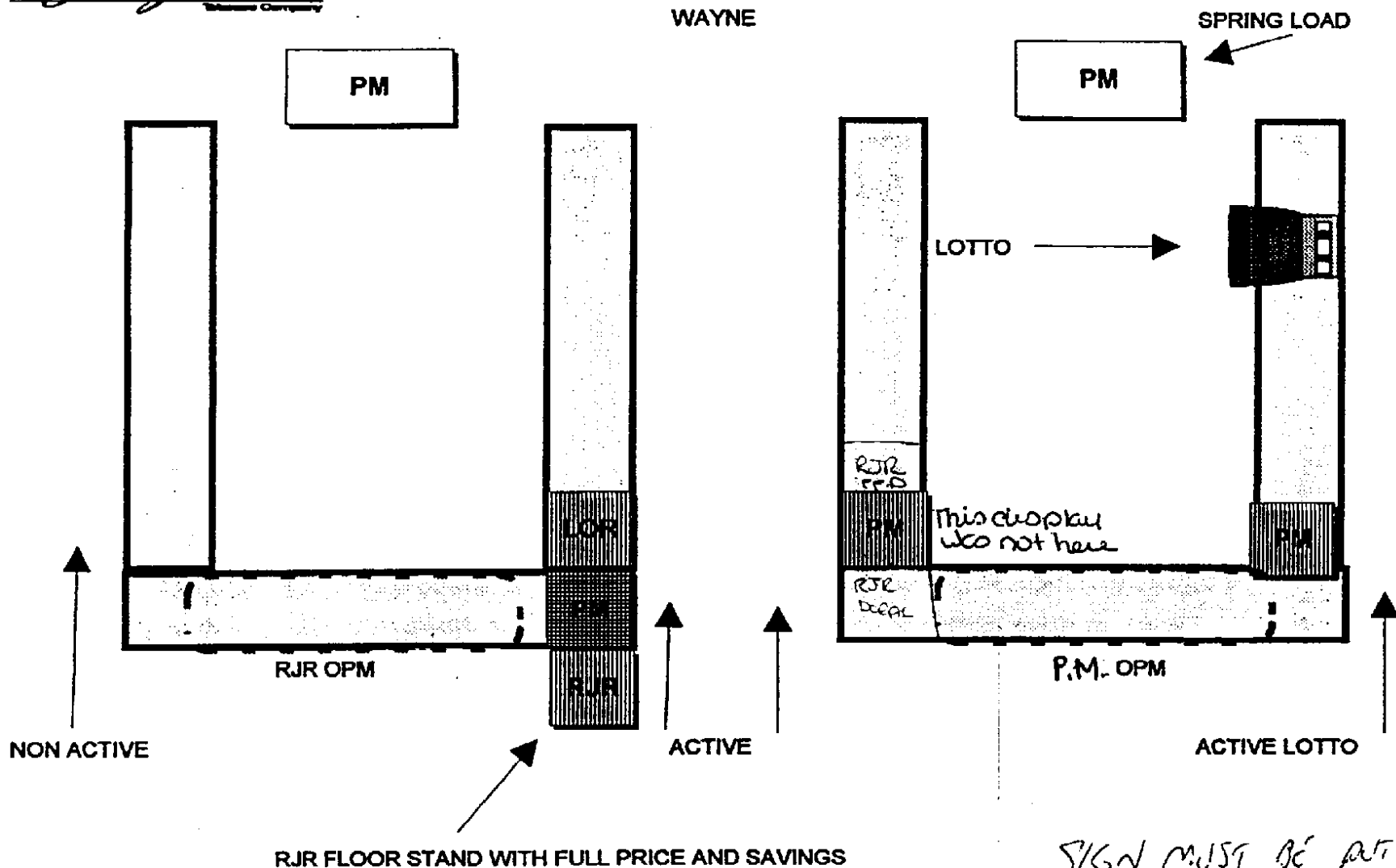
Larry Lohel 12/8/95

51853 2675

# Store Display Planogram

*R.J. Reynolds*  
Tobacco Company

WAYNE



① 2<sup>nd</sup> F.P. Display next to P.M. display

② Doral Display (3-80 PKs) on tall shelving right in front of O/H.  
OR on top of mini bottles display at either register

AUTHORIZED BY: \_\_\_\_\_

DATE: \_\_\_\_\_

SIGN MUST BE AT R. 11  
12/8/95  
*Samuel*

51853 2676